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**What is claimed is:**

1. An effect pigment paste preparable from at least the following constituents:

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(A) from 10 to 65% by weight of at least one effect pigment,

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(B) from 1 to 20% by weight of at least one aqueous monomodal primary dispersion which is pseudoplastic after neutralization and has a solids content of from 15 to 40% by weight, comprising as disperse phase particles with an average size of from 10 to 500 nm which are composed of a hydrophobic core and hydrophilic shell, said particles being constructed of at least one (meth)acrylate copolymer having a glass transition temperature of from 30 to 100°C and an acid number of from 10 to 50 mg KOH/g,

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(C) from 0.01 to 2% by weight of at least one organic amine and/or ammonia,

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(D) from 0.1 to 3.0% by weight of at least one nonionic surfactant, and

(E) at least 10% by weight of an organic solvent,

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the percentages being based in each case on the total amount of a pigment paste

2. The pigment paste as claimed in claim 1, characterized in that the (meth)acrylate copolymer of the primary dispersion (B) has a glass transition temperature  $T_g$  between 40 to 90°C.
- 5 3. The pigment paste as claimed in claim 1 or 2, characterized in that the particles of the primary dispersion have a size of from 100 to 300 nm.
- 10 4. The pigment paste as claimed in any one of claims 1 to 3, characterized in that the (meth)acrylate copolymer of the primary dispersion (B) contains in copolymerized form (meth)acrylates selected from the group consisting of methyl methacrylate, n-butyl acrylate, hydroxyethyl methacrylate, n-butyl methacrylate, acrylic acid, and methacrylic acid.
- 15 5. The pigment paste as claimed in any one of claims 1 to 4, characterized in that the effect pigment (A) is selected from the group consisting of organic and inorganic, optical effect, color and optical effect, magnetically shielding, electrically conductive, anticorrosion, fluorescent, and phosphorescent pigments.
- 20 6. The pigment paste as claimed in claim 5, characterized in that the effect pigment (A) is selected from the group consisting of organic and inorganic, optical effect, and color and optical effect pigments.
- 25 7. The pigment paste as claimed in claim 6, characterized in that the effect pigment (A) is selected from the group consisting of metal effect pigments, effect pigments composed of metals and nonmetals, and nonmetallic effect pigments.
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8. The pigment paste as claimed in claim 7, characterized in that the metal effect pigment (A) is selected from the group consisting of aluminum effect pigments, iron effect pigments, and copper effect pigments, the effect pigments (A) composed of metals and nonmetals are selected from the group consisting of platelet-shaped aluminum pigments coated with iron oxide, glass flakes coated with metals, and interference pigments which comprise a reflector layer of metal and exhibit a strong color flop, and the nonmetallic effect pigments (A) are selected from the group consisting of pearlescent pigments, platelet-shaped graphite pigments coated with metal oxides, interference pigments which do not contain a metal reflector layer but exhibit a strong color flop, platelet-shaped effect pigments based on iron oxide with a shade ranging from pink to brownish red, and organic, liquid-crystalline effect pigments.
9. The pigment paste as claimed in any one of claims 1 to 8, characterized in that it comprises at least one pigment selected from the group consisting of organic and inorganic color pigments, fillers, and nanoparticles.
10. The pigment paste as claimed in any one of claims 1 to 9, characterized in that it contains from 0.5 to 20% by weight of water.
11. A process for preparing an effect pigment paste as claimed in any one of claims 1 to 10, which comprises mixing
- (A) from 10 to 65% by weight of at least one effect pigment,
- (B) from 1 to 20% by weight of at least one aqueous monomodal primary dispersion which is pseudoplastic after neutralization

5 and has a solids content of from 15 to 40% by weight, comprising as disperse phase particles with an average size of from 10 to 500 nm which are composed of a hydrophobic core and hydrophilic shell, said particles being constructed of at least one (meth)acrylate copolymer having a glass transition temperature of from 30 to 100°C and an acid number of from 10 to 50 mg KOH/g,

10 (C) from 0.01 to 2% by weight of at least one organic amine and/or ammonia,

(D) from 0.1 to 3.0% by weight of at least one nonionic surfactant, and

15 (E) at least 10% by weight of an organic solvent,

the percentages being based in each case on the total amount of a pigment paste, with one another and homogenizing the resultant mixture.

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12. The use of an effect pigment paste as claimed in any one of claims 1 to 10 or of an effect pigment paste prepared by the process of claim 11 for preparing pigmented mixtures.

25 13. The use as claimed in claim 12, characterized in that the pigmented mixtures are aqueous or nonaqueous coating materials.

14. The use as claimed in claim 13, characterized in that the aqueous coating materials are waterborne basecoat materials.

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15. The use as claimed in any one of claims 12 to 14, characterized in that the pigmented mixtures serve to produce effect, or color and effect, coatings and paint systems
- 5 16. The use as claimed in claim 15, characterized in that the pigmented mixtures serve to produce coatings and paint systems which are decorative, protect against mechanical damage, inhibit corrosion, are magnetically shielding, are electrically conductive and/or provide a signal function, on substrates of all kinds.
- 10 17. The use as claimed in claim 13, characterized in that the paint systems are optical effect, and color and optical effect, basecoats of multicoat paint systems.

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